

ORDER / SOLICITATION / OFFER / AWARD

OFFEROR TO COMPLETE BLOCKS 13, 14, 16, 22, 23 and 25				1. REQUISITION NO. 10569658		PAGE 1 OF 2													
2. CONTRACT/ORDER NO. 2APSER-10-C-0053		3. AWARD/ EFFECTIVE DATE 08/11/2010		4. MASTER/AGENCY CONTRACT NO. 2APSER-10-B-0006		5. SOLICITATION NO.													
7. For Solicitation Information Call a. NAME Gladys M. Banks		b. TELEPHONE NO. (202) 268-6233		c. FAX NO. (202) 268-9595		8. OFFER DUE DATE/TIME													
9. ISSUED BY Professional, Printing, and Creative Services, CMC United States Postal Service 475 L'Enfant Plaza SW, Room 1520 Washington DC 20260-1520 EMAIL: gladys.m.banks@usps.gov				10. ACO CODE 2APSER		11. SOLICITATION METHOD <input type="checkbox"/> RFO <input checked="" type="checkbox"/> RFP <input type="checkbox"/> ORAL													
12. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS CHECKED <input type="checkbox"/> SEE SCHEDULE				13. DISCOUNT TERMS See Schedule															
14. SUPPLIER BOOZ ALLEN HAMILTON INC ATTN: [REDACTED] 8283 GREENSBORO DRIVE MCLEAN VA 22102-3838 TEL: 703-[REDACTED] FAX: 703-902-3553 EMAIL: [REDACTED].COM				15. BILLING ADDRESS SAME AS DELIVERY/PERFORM ADDRESS															
16. REMITTANCE ADDRESS BOOZ ALLEN HAMILTON INC 8283 GREENSBORO DR MC LEAN VA 22102-3838 TEL: FAX: EMAIL: <input type="checkbox"/> CHECK <input checked="" type="checkbox"/> EFT				17. DELIVERY ADDRESS EXPEDITED PRODUCTS EXPEDITED PRODUCTS USPS 475 L'ENFANT PLZ SW RM 5636 WASHINGTON DC 20260-5636 TELEPHONE NO: DELIVER BY/END DATE: 09/30/2011															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:10%;">19. ITEM NO</th> <th style="width:50%;">19. SCHEDULE OF SUPPLIES/SERVICES</th> <th style="width:10%;">20. QUANTITY</th> <th style="width:10%;">21. UNIT</th> <th style="width:15%;">22. UNIT PRICE</th> <th style="width:15%;">23. AMOUNT</th> </tr> </thead> <tbody> <tr> <td>00001</td> <td> Sub Rept Req'd: N Payment Terms: NET30 Accounting Info: BFN: [REDACTED] Period of Performance: 11/12/2009 to 09/30/2011 Provide professional services and technical expertise (Transformation & Change Consultant II) to complete work as set forth in accordance to the attached statement of work. A one-year (1) option year is also included to be exercised at the sole discretion of the U S Postal Service Continued ... </td> <td></td> <td></td> <td></td> <td align="right">206,616.00</td> </tr> </tbody> </table>								19. ITEM NO	19. SCHEDULE OF SUPPLIES/SERVICES	20. QUANTITY	21. UNIT	22. UNIT PRICE	23. AMOUNT	00001	Sub Rept Req'd: N Payment Terms: NET30 Accounting Info: BFN: [REDACTED] Period of Performance: 11/12/2009 to 09/30/2011 Provide professional services and technical expertise (Transformation & Change Consultant II) to complete work as set forth in accordance to the attached statement of work. A one-year (1) option year is also included to be exercised at the sole discretion of the U S Postal Service Continued ...				206,616.00
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24. TOTAL AWARD AMOUNT (USPS Use Only)				206,616.00															
25. <input type="checkbox"/> The supplier is required to sign this document and return copies to the issuing office. The supplier agrees, subject to the terms and conditions specified herein, to provide and deliver all items identified above and on any additional sheets.				26. <input checked="" type="checkbox"/> Award of Contract: Your offer on Solicitation (block 5) is accepted as to items															
27a. SIGNATURE OF SUPPLIER [REDACTED]				28a. UNITED STATES POSTAL SERVICE (SIGNATURE OF CONTRACTING OFFICER)															
27b. PRINTED NAME AND TITLE OF SUPPLIER Douglas J. Lane, Sr. Vice President		27c. DATE SIGNED 8/12/10		28b. PRINTED NAME OF CONTRACTING OFFICER Nicholas Faiola		28c. DATE SIGNED													

[EX3
3945C410(2);
EX6]

CONTINUATION SHEET

REQUISITION NO.
10569658

PAGE OF
2 2

CONTRACT/ORDER NO.
2APSER-10-C-0053

AWARD/
EFFECTIVE DATE
08/11/2010

MASTER/AGENCY CONTRACT NO.
2APSER-10-B-0006

SOLICITATION NO.

SOLICITATION
ISSUE DATE

ITEM NO	SCHEDULE OF SUPPLIES / SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
	<p>which will start October 1, 2011 through September 30, 2012.</p> <p>Price Schedule:</p> <p>Hourly rate will remain constant at \$ [REDACTED] throughout the life of the contract.</p> <p>Base period: 8/12/2010 - 9/30/2011 Cost: \$206,616.00</p> <p>Option year one: 10/1/2011 - 9/30/2012 Cost: \$ [REDACTED]</p> <p>Key personnel identified as [REDACTED] in accordance with Clause 4-8 in the Master Agreement.</p> <p>Account Number: [REDACTED]</p> <p>FOB: Destination</p> <p>The total amount of award: \$206,616.00. The total amount for this award is shown in box 24.</p>				

[EX 3,
39 USC 410(c)(2);
EX 4]

STATEMENT OF WORK: Business Project Leader

Background

The United States Postal Service (USPS) produces a wide array of print and electronic publications to communicate vital business issues to USPS employees, individual customers and business mailers nationwide. Messaging in these communications vehicles is crucial to the success of the Postal Service because they reach all 700,000 USPS employees, as well as key mailing industry constituent groups and the general mailing public. This Statement of Work addresses the scope of work, deliverables and description of tasks required of Communication contractor to provide the professional expertise USPS needs to accomplish its task. This onsite support is needed to ensure consistency in quality, scope and effectiveness of USPS internal and external communications.

Requirements

The Communication contractor must be an effective Business Project Leader and provide project management assistance, as well as writing, reporting and editing services for multiple internal and external USPS communications vehicles. Primary responsibilities will include the following:

- *MailPro*. *MailPro* is a bi-monthly publication for business mailing professionals.
- *PCC Insider* is a monthly electronic newsletter for Postal Customer Council (PCC) members.
- Development of Standard Operating Procedures and Stand-Up Talks
- Communication Plan and elements for introduction of new products and services
- Development of Marketing Plan
- Perform daily cycle reports for the communication
- Management of messaging for the *Shipping Services Updates* and responsibility for editing the copy
- Make editorial policy decisions during each issue cycle
- Write copy for other internal and external communications vehicles, including *Daily Media Summary*, *USPS News Link*, *USPS News Talk*, *Direct Lines*, *Afternoon Report* and *Press Guidance* for the field

Must provide project leadership, advice and support for each internal and external communications vehicle. Specific tasks to include the following:

- Coordinating messaging for internal and external communications vehicles
- Responsibility for editing copy for internal and external communications vehicles
- Writing for internal and external communications vehicles
- Responsibility for daily deadlines involving multiple communications vehicles
- Responsibility for acquiring approvals from subject-area managers for all copy
- Communications planning assistance for multiple functional areas

Will also support articles for key marketing, advertising and website messaging.

The employee will be required to work 40 hours per week.

Deliverables

Onsite support

Period of performance:

Period of performance shall begin on or about July 1, 2010 and continue to September 30, 2011, with a one (1) one-year option to renew.

Point of Contact

Karen F. Key
Manager, Outbound Parcels
USPS HQ, Shipping Services
475 L'Enfant Plaza SW, Room 5636
Washington DC 20260-5636
(202) 268-7492